

TOURISM ADVISORY COUNCIL MEETING MINUTES
JUNE 26, 2015
HELENA, MT
VIA WEBINAR

COUNCIL MEMBERS PRESENT

Amber Wood-Jensen, TAC Chair—Butte
Bill McGladdery, Vice Chair—Butte
Mark Anderlik—Missoula
Cyndy Andrus—Bozeman

Stan Ozark—Glasgow
Rhonda Fitzgerald—Whitefish
Kim Holzer—Stanford
Glenniss Indreland—Big Sky
Steve Wahrlich—Billings

MONTANA OFFICE of TOURISM STAFF

Jeri Duran—Division Administrator
Anna Marie Moe—Industry Services & Operations Manage
Barb Sanem—Compliance Specialist

FRIDAY, JUNE 26, 2015

CALL TO ORDER, INTRODUCTIONS

Council Chair, Amber Wood-Jensen called the meeting of the Tourism Advisory Council (TAC) to order at 10:00 a.m. Introductions of Council members, Montana Office of Tourism (MTOT) staff and conference call attendees followed.

CVB FY16 MARKETING PLAN REVIEWS—Amber Wood-Jensen, Chair

During the June 1 – 2, 2015 meeting in Shelby the Council voted to table four Convention and Visitors Bureau (CVB) FY16 Marketing Plans until further information and PowerPoint presentations were done by the CVBs. A conference call was held to review the power point presentations and updates to the Marketing Plans.

- **Dillon CVB** – Mitch Staley, Beaverhead Chamber of Commerce, Ryan Spurlock, Executive Director
The Dillon CVB was asked by the Council to provide a power point presentation and updates to Dillon's FY16 Marketing Plan and budget so the amounts in the Marketing Plan match the amounts and line items shown in the Power Point presentation before the Plan would receive final approval. Updates are to be completed by July 1, 2015.
The Dillon CVB is working to develop a mobile app and will bring samples and marketing results to the next TAC meeting following the project's completion.
Glenniss Indreland moved to approve the Dillon FY 16 CVB Marketing Plan with the stipulation that the online plan's budget be updated to match the budget presented on the Power Point slides. Updates are to be completed by July 1, 2015 and with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf on the Council. Bill McGladdery seconded. Motion passed.
- **Great Falls CVB – Lara Tait, President, Shane Etzwiler, Vice-President**
The Great Falls CVB was asked by the Council to present a PowerPoint presentation of the Great Falls CVB's FY16 Marketing Plan to the Council before the Plan would receive final approval.

Mark Anderlik moved to approve the FY16 Great Falls Marketing Plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf on the Council. Kim Holzer seconded. Bill McGladdery seconded. Motion passed.
Motion passed.

- **Sidney CVB – Jessica Davies, Sidney CVB Board Member**

The Sidney CVB was asked by the Council to present a PowerPoint presentation of Sidney CVB's FY16 Marketing Plan to the Council before the Plan would receive final approval.

Glenniss Indreland moved to approve the FY16 Sidney CVB Marketing Plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf on the Council. Mark Anderlik seconded. Bill McGladdery seconded. Motion passed.
Motion passed.

- **Glendive CVB – Cathy Kirkpatrick, Executive Director**

The Glendive CVB was asked by the Council to present a PowerPoint presentation of the Glendive CVB's FY16 Marketing Plan to the Council before the Plan would receive final approval..

The Glendive CVB is planning to do a billboard; the Council would like to see billboard include Makoshika State Park.

Glenniss Indreland moved to approve the FY16 Glendive CVB Marketing Plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf on the Council. Mark Anderlik seconded. Bill McGladdery seconded. Motion passed.

ADJOURNMENT

The meeting was adjourned at 11:00 a.m.